



SOUTH DAKOTA
**Native Homeownership
Coalition**

www.sdnativehomeownershipcoalition.org

NATIVE HOMEOWNERSHIP IS POSSIBLE CAMPAIGN

Social Media Toolkit

Introduction..... 3
Facebook Posts..... 4
Social Share Cards..... 8

Overview

Thank you for participating in the “Native Homeownership is Possible” campaign. Through this campaign the South Dakota Native Homeownership Coalition hopes to mobilize a force of stakeholders to amplify the message that ‘homeownership is possible’ within Native communities in South Dakota. During campaign week participating organizations will be sharing and posting content through social media outlets to ensure this critical message is being heard by Native families throughout the state.

NATIVE HOMEOWNERSHIP IS POSSIBLE CAMPAIGN NOVEMBER 5 – 9, 2018

This toolkit can be used as a guide for your social media efforts as you take part in the “Native Homeownership is Possible” campaign. Please feel free to use or modify the content presented in this toolkit to help us promote a strong message of Native homeownership.

Background

The “Native Homeownership is Possible” campaign was born out of a desire to encourage and inspire Native Americans to pursue their dreams of homeownership. As a result, the South Dakota Native Homeownership Coalition developed a series of videos that promote and share stories of Native homeowners. The purpose of this video series is to:

- 1) Raise awareness of the concept of homeownership in reservation communities.
- 2) Implore that homeownership is possible for Native Americans.
- 3) Inspire and encourage Native American individuals and families to start on the path to homeownership.

These videos are now housed on a website at www.nativehomeownership.com along with several homeownership resources sortable by reservation and off-reservation areas.

Increasing Awareness

These videos are foundational tools that will be used throughout the campaign. But, we also encourage you to share your stories of Native homeownership during the campaign week. Please tag **@SDNativeHomeownership** in your Facebook posts so that we can share your social media content too.

To help us expand our collective effort, please also use the following hashtags in your social media posts:

#NativeHomeownership
#NativeHomeownershipIsPossible
#MyNativePathHome



Monday, November 5, 2018

HOME. It's something to call your own. Watch [VIDEO #1] in the Native Homeownership is Possible series: <https://youtu.be/UDNvnASy6el> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

If one of your dreams has always been to build your own home, it doesn't have to be a dream anymore! Watch [VIDEO #2] in the Native Homeownership is Possible series: <https://youtu.be/kFvVGh3bzOA> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Credit doesn't have to prevent you from homeownership. Repairing your credit might just be part of your path to homeownership. Watch [VIDEO #3] in the Native Homeownership is Possible series: <https://youtu.be/iSeCNIQT350> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Owning a home doesn't have to be just a dream! Watch [VIDEO #4] in the Native Homeownership is Possible series: <https://youtu.be/bEVkPoAddcs> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

"I didn't know what owning a home was all about, but I needed a place to raise my children." Watch [VIDEO #4] in the Native Homeownership is Possible series: <https://youtu.be/bEVkPoAddcs> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Visit www.nativehomeownership.com to find resources that will support you on your path to homeownership! #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Tuesday, November 6, 2018

"Home means everything to me." Watch [VIDEO #1] in the Native Homeownership is Possible series: <https://youtu.be/UDNvnASy6el> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Homeownership is worth it! Watch [VIDEO #2] in the Native Homeownership is Possible series: <https://youtu.be/kFvVGh3bzOA> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

“You'll always have a place for your kids and especially your grandkids.” Watch [VIDEO #2] in the Native Homeownership is Possible series: <https://youtu.be/kFxVGh3bzOA>
#NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

If buying a home seems like an impossible task, there are lots of resources available to help you through the process. Watch [VIDEO #3] in the Native Homeownership is Possible series: <https://youtu.be/iSeCNIQT350> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

“I grew up tough - no bedrooms, no running water. I'm creating a better life for my family today.” Watch [VIDEO #4] in the Native Homeownership is Possible series: <https://youtu.be/bEVkPoAddcs> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Wednesday, November 7, 2018

A home becomes a part of your family. Watch [VIDEO #1] in the Native Homeownership is Possible series: <https://youtu.be/UDNvnASy6el> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

When you buy a home, you are investing in your future. Watch [VIDEO #2] in the Native Homeownership is Possible series: <https://youtu.be/kFxVGh3bzOA>
#NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Owning a home is possible. Good credit and budgeting can open the door to your homeownership dream. Watch [VIDEO #3] in the Native Homeownership is Possible series: <https://youtu.be/iSeCNIQT350> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Be courageous! Watch [VIDEO #4] in the Native Homeownership is Possible series: <https://youtu.be/bEVkPoAddcs> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Thursday, November 8, 2018

“You feel more content when you have a place you can call your own. You can invite family over and make memories here, and you don't have to worry about how long it's going to last.”

Watch [VIDEO #1] in the Native Homeownership is Possible series:

<https://youtu.be/UDNvnASy6eI> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

“I feel safe here.” Watch [VIDEO #2] in the Native Homeownership is Possible series:

<https://youtu.be/kFvVGh3bzOA> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

“Learning how to manage my finances has brought a lot of light into my life. These are lessons I can teach my kids as they grow up.” Watch [VIDEO #3] in the Native Homeownership is Possible series:

<https://youtu.be/iSeCNIQT350> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Owning a home feels good because you know you are investing in your future. Watch [VIDEO #4] in the Native Homeownership is Possible series:

<https://youtu.be/bEVkPoAddcs> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

A home is something you can pass on to future generations. Visit

www.nativehomeownership.com to start your journey to homeownership today!

#NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Friday, November 9, 2018

“Sometimes it gets hard, but we do our best to overcome the struggle because our children are relying on us.” Watch [VIDEO #1] in the Native Homeownership is Possible series:

<https://youtu.be/UDNvnASy6eI> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

“When you're buying a home, you're building equity and putting that money into yourself.” Watch [VIDEO #2] in the Native Homeownership is Possible series:

<https://youtu.be/kFvVGh3bzOA> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership



“I grew up in these small little rentals that didn't have anything of you in them. I always wanted a home of my own.” Watch [VIDEO #4] in the Native Homeownership is Possible series: <https://youtu.be/bEVkPoAddcs> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Thinking of owning a home can be intimidating, but that doesn't have to hold you back. Watch [VIDEO #4] in the Native Homeownership is Possible series: <https://youtu.be/bEVkPoAddcs> #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

A home is more than a physical structure. It is a safe and stable environment to raise your children. Homeownership is possible for your family! www.nativehomeownership.com #NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership

Shareable Images

In addition to the Facebook posts on the previous pages, there are also several social share cards available for you to use. These social share cards are available for download in a shareable library [here](http://sdnativehomeownershipcoalition.org/homeownership-campaign) (<http://sdnativehomeownershipcoalition.org/homeownership-campaign>), and can be used with any social media outlet.

Just save the images to your computer or device and start sharing! Remember to use our campaign hashtags (#NativeHomeownershipIsPossible #MyNativePathHome #NativeHomeownership) to help amplify our collective voice.

Here are a few samples of what's available in our shareable library.

